

AUTOMOBILE NOTES.

indications are that April will be a notable month in more ways than one, as it will be the month of actual sale. Sales forces are being increased by all the leading houses and many state that their forces now outnumber those of the best month of last year. It is only a matter of a year or two ago when the average purchaser of an automobile at this time of the year might whistle for delivery. Now the order of the day, and even these were not all powerful to the man who neglected placing his order six months ahead. Conditions have been greatly increased and the average purchaser, with good reason, is prone to delay until last minute, under the impression that nothing would affect the output of the well established factory in their full capacity each succeeding year. "It was very easy to fall into this error," states John T. Cutting of the Oldsmobile Company of New York, "for not a few overlooked the fact that the normal financial disturbance came at a time when manufacturing plans were undeveloped. Products have been gauged on the outlook at that time, a fact which is now being realized by the industry." With the awakening in this quarter and the consequent orders which will arrive from actual buyers April should be able to set a standard in retail sales.

In accordance with its long established custom of making early deliveries of its product the Packard Motor Car Company of Detroit is busy to the full capacity of its immense plant getting out the last 400 cars of its season's output. Already two thousand Packard 30s have been delivered to purchasers, and the 2,000 men at work in the different departments of the factory, which covers a four-acre space of eleven acres, are now turning out cars at a rate which will probably complete the actual progress of production on schedule time. Last year the final car was finished a month ahead of the scheduled time of delivery, and the company is anxious to be well advanced at the close of this season. There is no longer period of inactivity between seasons in the Packard factory. The production of cars of successive models is arranged so that one department completes its work for 1908 it picks up that for 1909. Thus the immense body building department, which makes all of the Packard bodies, including the coach and landaulet, naturally completes its output for the season before the assembling, painting and other finishing departments and is one of the first to start on new work.

P. Plummer, manager of the Briarcliff Lodge, has placed an order with the Lister Motor Car Company for two 40 horse power Lister cars—one with seven passenger touring car body, the other with seven passenger limousine body. These cars will be placed in service April 15 for the purpose of carrying guests of the motor and to the station. It is the intention of the Briarcliff manager to make the automobile stage line one of the features of the hotel. Several years ago the Point Springs Hotel, at South Poland, Me., put in a very popular Lister car which has proved very popular. Lister cars were selected for use at South Poland, and during the last two years every train arriving at the station has been met by one of the cars.

A notable addition has been made to the selling organization of the Harry S. Mount Company in the person of R. D. Willard. Mr. Willard has resigned from the Harrods Motor Car Company, agents for the Pierce in the New York territory, to take up his work in the interest of the Thomas product. His first step was to visit the Buffalo and Detroit plants of the E. R. Thomas Motor Car Company, and he has returned to New York more than enthusiastic over the wisdom of his move. For eight years Mr. Willard has been identified with the automobile industry and has passed through every branch of it. His factory experience has been a valuable asset and he is rated as being one of the ablest men in the Eastern field. Prior to his associating himself with the Pierce he was associated with the Richard Brainerd. At that period the imported car was in its zenith, but Mr. Willard was quick to read the signs which pointed toward the ultimate supremacy of the home product. He reports an unprecedented degree of activity at the Thomas Buffalo plant, and night shifts are working at full blast endeavoring to fill on schedule time the greatest number of orders in the history of the Thomas company.

There has been filed with the Secretary of State of Connecticut notice to the effect that the capital stock of the Corbin Motor Vehicle Corporation has been increased from \$200,000 to \$300,000. This company is located at New Britain, Conn., and manufactures the well known Corbin automobiles. It is one of the allied Corbin interests. The increase in the capital stock of the Corbin Motor Vehicle Corporation is necessitated by the demand for its product, which had to be met by increased facilities for production and distribution. The sales of Corbin cars for the first three months of the present year far exceed those for the same period of time a year ago. Such a step as this, made when business conditions are depressed, is significant and shows that the company building the Corbin has taken a place among the most successful and strongest concerns in the automobile industry.

S. H. Mora of Newark, N. Y., whose name became well known through the performance of the Mora car which established a sealed bonnet record, predicts before long a general awakening to the superiority of the well constructed six cylinder type of motor car. Sales have come and will come, he states, because of merit, a demand and the fact that they are superior to four of equal power and quality. Good four cylinder cars will always have their supporters and should secure their share of public favor just as the single cylinder and two cylinder types have lived through the prosperous era of the four. The wonderful flexibility in handling a well built six cylinder motor constitutes one of its main advantages. Flexibility has been the aim of designers since the introduction of the automobile and this has been realized in the mechanically right built six cylinder motor.

At the second annual hill climb at Atlanta, Ga., Frank W. Leland, driving E. H. Luman's four cylinder 1907 Stearns, defeated the six cylinder Stearns Flyer, which took last in the Savannah races. Leland's time was 34 seconds. The Thomas car time was 34 seconds. This is the second year that this Stearns car has won the Atlanta hill climb. Leland is the same driver who last August made the fastest time up Fort George hill in a six cylinder car. He will be on hand again at the Fort George hill climb to be held in this city April 9.

One of the big talking points of the Wayne for 1908 is the location of the transmission on the rear axle. By reason of placing the transmission on the rear axle, says Frank Sanford, the proprietor of the American Locomobile Company, is the fact that it is such a length that the propeller shaft angles at maximum are 25 degrees and with normal load, car standing, are nothing. In other words with normal load the drive shaft is horizontal so that the entire generated power is delivered into the transmission without any of it being absorbed by universal joints working at an angle.

During the automobile carnival in this city next week it will become known to many for the first time that besides touring cars, town cars and limousines the American Locomobile Company is building trucks. In the parade of Tuesday, two of these "Locomobile" trucks, built for the Western Express Company, will be in line. It now appears that these trucks have been in commission for several months in the process of being tested out in actual service.

The Acme Motor Car Company, of Reading, Pa., has decided to use the "Sextuplet" which won third place at Savannah as a traveling demonstrating car. This car will be on exhibition for a limited time at the different agencies of the company in New York, Boston, Brooklyn, Chicago and San Francisco.

E. L. Ridgeway of the Firestone Tire and Rubber Company's New York house says that business is as hot as it ought to be. "This is strange too, as the tire man's business is like Tennyson's Rippling Brook. Cars may come and cars may go, but tires will never leave." The fact is, states Ridgeway, "that we are not getting the percentage of orders from new users which it would be natural to look forward to. New business is all right, but our old customers don't seem at all to wear out their tires, fast enough. In fact, we are getting ten thousand miles on one set of tires of common occurrence."

Among the historic participants in the parade during carnival week will be the first production of the Autocar Company, a traveling demonstrating car. This car was built in 1901, and which was the first record in the world, which was made in that year. Lewis S. Clark drove the machine on that run in 1901 in 6 hours and 10 minutes. The Autocar Company proposes to have a model of each year of the first decade in line for the big turnout.

The sales of one prominent retail concern would seem to indicate that the automobile is still favoring the six cylinder. This is the Homan & Schultz Company, handling the National, which has made in four months for 1908 two being four cylinder cars and two six cylinder cars. The order for four National cars shows a substantial majority for the six cylinder model.

The Apperson Bros. Company has ordered a set of Truffault-Hartford shock absorbers fitted for the Apperson Jack Rabbit, one of the entries for the Briarcliff road race. The Hartford Suspension Company is also making a set of shock absorbers for the Fiat car which Cedeno will drive. It is expected that every car in the new will have Hartford as a part of their equipment, especially at the Apperson Bros. Company.

The Continental Caoutchouc Company (Continental tires) which had its headquarters at 43 Warren street down for a number of years, announces its removal to 120 Broadway, corner of Fifty-fifth street. These are the premises formerly leased by the Baker Motor Car Company. They are extensive and convenient and are in the heart of the automobile industry. The Continental company will take possession immediately.

AUTOMOBILES.

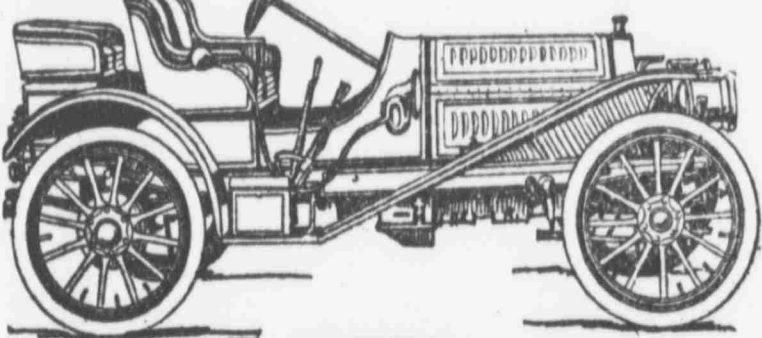
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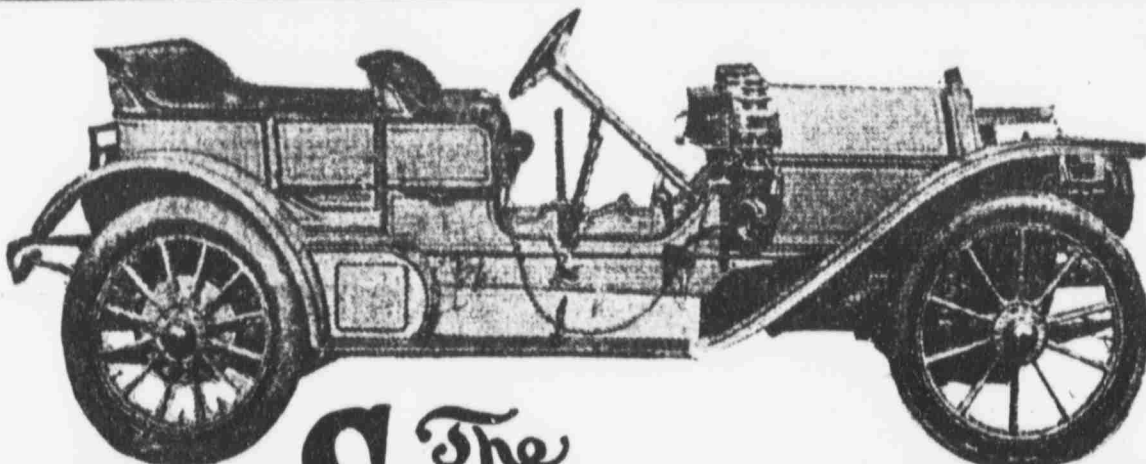
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